

Twitter remains top channel in Australia

The majority of Technology brands surveyed are not engaging effectively on Twitter

Australia, August 13, 2010 - The fourth quarterly Digital Brand Index (DBI 10.3), which indexes technology brand mentions online, conducted by global public relations firm Edelman in partnership with Brandtology has found that:

- Twitter continues to be the top channel for brand mentions in Australia with nearly 55 per cent of online mentions occurring on the micro-blogging tool (82,402 mentions); constituting nearly 60 per cent of brand mentions out of the top ten channels added together (Figure 2).
- Whirlpool (28,283 mentions) maintained the second spot and Overclockers (9,925 mentions) continues to be the third most popular online platform for Australians to discuss technology brands.
- Google (25,679 mentions) continues to dominate in terms of online mentions (Figure 2), but Apple (18,017) has narrowed the gap in volume of buzz by 66 per cent since DBI 10.2 thanks largely to the launch of the iPad and buzz around iPhone4 in Australia. Microsoft (14,168) moves down to third position in terms of online buzz in Australia.
- HTC's online buzz (5,514 mentions) has increased since DBI 10.2, moving the brand up three places to seventh in the top 10. HTC's buzz was largely driven by the local launch of the HTC Desire.

The DBI 10.3 captured over 154,000 mentions of 60 major technology brands researched across 581 influential online channels in Australia between April to June 2010, equating to a technology brand mention every 51 seconds. Channels monitored included online news outlets, forums, blogs, Twitter and social networking sites.



Figure 1



Figure 2

Of the 60 technology brands surveyed in Australia in the DBI 10.3, less than half of the brands (27 companies) have a local presence on Twitter.

“Brands today recognise the importance of monitoring Twitter conversations taking place about their companies. However, only a few technology brands are engaging and influencing effectively through Twitter activity. With over half of the brands analysed not having their own Twitter accounts, there is clearly an opportunity for brands to become smarter about communicating through this channel,” said Matthew Gain, Head of Digital at Edelman in Australia. “Although a brand can set up a Twitter account in five minutes, it is important to recognise the ongoing account management commitment and the need to plan engaging and relevant content.”

“The popularity of Twitter in Australia makes it a powerful platform for brands to engage with Australians,” said Alex Feher, Director, Brandtology. “However, negative sentiment towards a company can quickly spread on Twitter, and it is crucial for technology brands to monitor for specific feedback on their products and services and determine suitable responses when appropriate.”

Survey Methodology

The DBI was conducted across eight key markets in the Asia Pacific region, namely, Australia, China, Hong Kong, India, Indonesia, Malaysia, Taiwan and Singapore. Delivering deep online insight on a quarterly basis, the Asia Pacific Digital Brand Index monitors key brands from the following broad categories: Internet and Software, Consumer Electronics, Mobile and Telecommunications, Business and Consulting and IT and Technology, across a list of popular online channels – including influential blogs, forums, and online news outlets. The channels were selected by identifying conversations based on both qualitative as well as quantitative research. For more information, please visit www.edelmandigital.com or www.brandtology.com/page/digital-brand-index-10-3/.

About Edelman

Edelman is the world’s leading independent public relations firm, with 3,200 employees in 51 offices worldwide. Edelman was named *PRWeek’s* “2009 Agency of the Year,” *PRWeek’s* “Large Agency of the Year” (for the third time in the last four years), and *Holmes Report’s* “2009 Best Large Agency to Work For” and was listed as a top-10 firm by *Advertising Age* in 2007 and 2008. For more information about Edelman visit www.edelman.com.

Edelman represents technology brands around the world, many of which are included in the Digital Brand Index.

About Brandtology

Brandtology is one of the largest independent business and brand online intelligence service providers that combines technology, processes and trained professionals to deliver accurate and relevant intelligence to global organizations. Our proprietary opinion mining technologies aid

organizations in listening to digital conversations across countries in multiple languages while our trained Social Media Professionals ensures high accuracy and relevancy of the intelligence provided to clients. Astute use of such intelligence has enabled Brandtology's global clients to make timely and informed strategic decisions for public engagement, crisis management, media planning, campaign measurement, product development and strategic planning, amongst other uses. For more information, please visit www.brandtology.com.

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